

### REMARKS

Applicant appreciates the time taken by the Examiner to review Applicant's present application. Applicant has amended Claims 1, 10 and 11 and cancelled Claims 3 and 12. Applicant respectfully submits that no new matter has been added by these amendments. Thus, Claims 1, 2, 4-11 and 13-22 remain pending in this application. This application has been carefully reviewed in light of the Official Action mailed January 4, 2005. Applicant respectfully requests reconsideration and favorable action in this case.

### Specification

Claim 22 stands objected to for informal reasons. Applicant thanks the Examiner for pointing this out to Applicant. Applicant has amended Claim 22 to correct this informality and submits that no new matter has been added by this amendment. Therefore, Applicant respectfully requests the withdrawal of this objection.

### Rejections under 35 U.S.C. § 102

Claims 1-22 stand rejected as anticipated by U.S. Patent No. 6,757,740 ("Parakh"). Applicant respectfully traverses this rejection.

### Independent Claims 1 and 10

Independent Claim 1, as amended, recites accessing first data including a first identifier for the user network addresses accessed by the user and temporal information related to the user identifier and the network addresses, wherein the first data is determined at a first location remote from the user, accessing second data at a second location remote from the user and the network addresses, wherein accessing the second data further comprises sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network addresses, the corresponding category information including at least one meta tag and generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information. Claim 10 recites similar limitations.

Thus, embodiments of the present invention allow a user to "surf" a network on a client computer while a remote location, such as a server computer responsible for routing user requests, determines information ("first data") relating to the surfing user, such as a user

identifier, temporal information related to the user identifier, network addresses accessed and timestamps. This remote location may then store this information in a table to which it has access. The user may then be routed to any of the intended network destinations or addresses.

Using this first data, specifically network addresses associated with the first data, category information corresponding to these network addresses can be accessed using second data which includes network addresses and corresponding category information. More particularly, in certain embodiments, a database at another location may be accessed by sending at least some of the network addresses of the first data collected to this location. In return, the database may send category information pertaining to the content located at the site associated with the network address. This corresponding category information may be in the form of meta-tags, which are metadata that correspond with a particular network address. (Paragraph [0026]) Based on the first user identifier, the category information obtained via accessing the second data, and at least some of the temporal information, a user profile can be generated. Consequently, information may be gathered on a user without any involvement of a client computer, including programs executing on the client computer whose purpose it is to collect user information and send this information to the remote location. (Paragraphs [0025]-[0027])

Parekh, in contrast, discloses a system and method for determining the geographic location of a user and selectively delivering information to a user based on the user's geographic location. A user at an IP address access web sites in a network (See Parekh Col. 16, Line 15-17) A profile of this IP address can be built based on the web sites visited by a user at the IP address. Information such as the types of web sites visited, pages hit, such as sports sites etc. is fed from these web sites back to the database to create a profile of the IP address. (See Parekh Col. 15, Line 62 – Col 16, Line 6) As users access web sites, the profiled information about the IP address of the user is sent from the database to a targeter at the accessed web site. (See Parekh Col. 16, Line 15-18) Based on this profile information can be dynamically shown to the user. (See Parekh Col. 16, Line 19-22).

As Parekh build a profile on an IP address by sending information pertaining to an accessed web site from that web site to a database, Parekh does not disclose accessing second data at a second location remote from the user and the network addresses by sending at least some of the network addresses to the second location and receiving corresponding

category information for each of the at least some network addresses as recited in amended Claim 1.

Additionally, Parekh does not disclose that the corresponding category information from the second location includes at least one meta tag. With reference to Claim 9 the Examiner asserts that Col. 15 Line 61 – Col. 16 Line 1 of Parekh discloses meta tags for a network address. The Applicant respectfully disagrees with this assertion.

A meta tag is meta data. (See Paragraph [0026]) More specifically, according to [www.webopedia.com](http://www.webopedia.com) the definition of a meta tag (attached as Exhibit A) is a special HTML tag that provides information about a Web page. Unlike normal HTML tags, meta tags do not affect how the page is displayed. Instead, they provide information such as who created the page, how often it is updated, what the page is about, and which keywords represent the page's content. Many search engines use this information when building their indices.

As the portion of Parekh cited by the Examiner seems to disclose only that information is sent from a web site to a database, Parekh does not disclose accessing second data at a second location remote from the user and the network addresses by sending at least some of the network addresses to the second location and receiving corresponding category information for each of the at least some network addresses the corresponding category information including at least one meta tag, as recited by amended Claim 1.

Consequently, as Parekh does not disclose all the limitations of Claim 1, Applicant respectfully requests the withdrawal of the rejection of Claim 1. Additionally, as Claim 10 recites similar limitations to Claim 1 Applicant respectfully requests the withdrawal of the rejection of Claim 10 as well.

#### Dependent Claims 2, 4-9, 11 and 13-22

As Claims 2, 4-9, 11 and 13-22 are further limitations on independent Claims 1 or 10, Applicant respectfully submits that they are patentable for at least the reasons set forth above. Accordingly, Applicant respectfully requests the withdrawal of the rejection of Claims 2, 4-9, 11 and 13-22.

IDS REFERENCES

The Applicant filed information disclosure statements (IDS) in the present application on November 24, 2004 and March 21, 2005. The Applicant notes that the Office Action was not accompanied by a copy of the listing of references submitted with this IDS, initialed by the Examiner to indicate that the references cited therein were considered. Applicant realizes that the Examiner may not have had adequate time to review these references before issuance of the Official Action. Therefore, the Applicant respectfully request that the Examiner consider the references cited in these IDS and forward a copy of the initialed PTO/SB/08A to the Applicant.

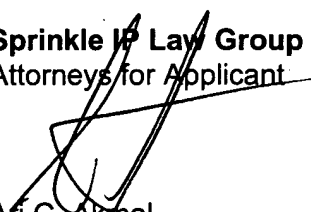
CONCLUSION

Applicant has now made an earnest attempt to place this case in condition for allowance. Other than as explicitly set forth above, this reply does not include acquiescence to statements, assertions, assumptions, conclusions, or any combination thereof in the Office Action. For the foregoing reasons and for other reasons clearly apparent, Applicant respectfully requests full allowance of Claims 1, 2, 4-11 and 13-22. The Examiner is invited to telephone the undersigned at the number listed below for prompt action in the event any issues remain.

The Director of the U.S. Patent and Trademark Office is hereby authorized to charge any fees or credit any overpayments to Deposit Account No. 50-3183 of Sprinkle IP Law Group.

Respectfully submitted,

**Sprinkle IP Law Group**  
Attorneys for Applicant

  
Ari G. Akmal  
Reg. No. 51,388

Date: May 03, 2005

1301 W. 25<sup>th</sup> Street, Suite 408  
Austin, TX 78705  
Tel. (512) 637-9220  
Fax. (512) 371-9088